

Staying Strong, Staying Quit

**A package to inspire quitters to keep
their Monday commitment**

Understanding and anticipating the challenges that come with smoking cessation can help individuals improve their chances of a sustained quit. This 12-week package is designed to support quitters as they work towards maintaining a smoke-free life using the Quit and Stay Quit approach to cessation.

By using this progressive series of resources, your audience can start each week with a clear goal and actionable practice to help them sustain their quit. When used together with our other QSQM series, program participants will be equipped with the tools to quit smoking, build a support team, and keep their quit. **Our research** shows that people who commit to a healthy behavior change on Monday describe a higher likelihood of continuing that activity for the rest of the week.

Why this Behavior is Important

There are both immediate and long-term **health benefits** of quitting for all smokers. Tobacco smoke contains thousands of chemicals, many of which are harmful and carcinogenic. Smoking increases the risk of developing adverse health effects like heart disease, respiratory problems, and cancer.

What is Included in this Package

The following package includes 12 visual assets with links to supplementary articles and actionable practices all designed to help individuals sustain their quit by addressing how to manage slip-ups and relapses, recommit to goals, celebrate successes, and revisit motivations for staying smoke-free. In addition to the weekly assets, we recommend that

participants utilize the Monday Check-in tool to reflect on learnings from the prior week and refocus on the weeks and months to come.

How to Use the Contents of this Package

Use this package to supplement to on-going tobacco cessation programs. The assets are meant to be shared through a variety of different digital and print communication channels. The graphics and URL can be cut-and-paste into digital messaging such as email, company website, or social media feeds, or printed out for signage and bulletin boards; just remember to include the URL for users to access additional information. We recommend using Monday as the day to send out these weekly cues because research shows individuals are more likely to adopt healthy habits towards the beginning of the week.

Week 1

5 Monday tips to remain smoke free.
Try these to help keep you on track.

TIME BOUND GOALS MAKE A LIST CONNECT WITH OTHERS
BE KIND TO YOURSELF REWARD YOURSELF

#QuitMonday QUIT & STAY OUT MONDAY

Week 2

Slipped up? Don't give up!
This Monday, quit again and stay quit.

#QuitMonday QUIT & STAY OUT MONDAY

Week 3

Here's what happens when you quit smoking.
When you use every Monday as a chance to quit and recommit to becoming smoke-free, you'll see progress as you get back.

You'll see improvement in your vision.
You'll feel your energy levels increase.
You'll get stronger faster.

#QuitMonday QUIT & STAY OUT MONDAY

Week 4

This Monday, take back control of your quit.
If you've slipped up over the weekend, use Monday to recommit.

#QuitMonday QUIT & STAY OUT MONDAY

Week 5

What's your motivation to quit?
This Monday, make a list.

#QuitMonday QUIT & STAY OUT MONDAY

Week 6

This Monday, check in and check off on your quit plan.
Use your quit plan to keep track of what's working for you.

#QuitMonday QUIT & STAY OUT MONDAY

Week 7

I think, therefore I quit.
Repeating positive affirmations can help you beat back cravings.

#QuitMonday QUIT & STAY OUT MONDAY

Week 8

Make sure your reward for not smoking isn't a bigger waistline.
Instead of eating something for a job well done, sign up for a dance class or a group run.

#QuitMonday QUIT & STAY OUT MONDAY

Week 9

All healthy relationships have boundaries.
This Monday, stay quit by redefining your relationships with smokers.

#QuitMonday QUIT & STAY OUT MONDAY

Week 10

If at first you don't succeed, advance to Monday and quit again!
A relapse can happen to anyone. Use Monday to quit and recommit.

#QuitMonday QUIT & STAY OUT MONDAY

Week 11

This Monday, soak in the satisfaction of your quit.
Reward your efforts with some self-care.

#QuitMonday QUIT & STAY OUT MONDAY

Week 12

This Monday, you've hit a milestone.
Reward yourself with the money you've saved!

#QuitMonday QUIT & STAY OUT MONDAY